

Expert Takeaways While Navigating a COVID-19 World

Digital Edge has been keeping a pulse on the latest insights, responses, and actions from industry experts as they pertain to meetings & conventions navigating through the world of COVID-19. Here are our key takeaways.

HOW WE CAN HELP

Digital Edge understands B2B marketing and realizes getting back in the swing of things in today's challenging climate can be overwhelming. That's why we've created a multi-phased approach to help your destination bounce back, be prepared to do business & book meetings.

Meetings Recovery Strategy

Content Marketing Campaigns

Virtual Sales Tools

Digital Lead Generation

AND MORE!



The Reality

Percent of Planning Possibilities

79%

79% of planners are choosing dates beginning in 2021, while only 10% will wait until 2022 or beyond.

(Northstar Meetings Group Pulse Survey: 6.15.20)

57.9% of convention travelers trust their fellow attendees to behave in a way that will prevent the spread of COVID-19.

(Destination Analysts Report: 8.10.20)

57.9%

60%

60% of Americans view outdoor activities safe which can drive attendance to a destination that offers open-air opportunities for groups.



The Pivot

- Think Creatively, Shift & Adapt

Look toward Q1-Q2 of 2021 to begin hosting large groups again & be prepared to inform attendees of implemented safety measures.

Q1-Q2

THINK OUTSIDE THE BOX

Think outside the box for a meetings marketing strategy & how you will fill need dates in 2021.



The Heroes

Hybrid/Virtual is the Path Forward

fifty two percent

52% of event professionals planned to move portions of their event content online.

(PCMA Convene)



nearly 80%

Nearly 80% of planners expect an increased need for virtual event platforms; 74% for virtual site visits.

(Northstar Meetings Group Pulse Survey, 7.15.20)



It's IMPORTANT

for CVBs to provide content marketing showcasing tech capabilities & **hybrid meeting options.**

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The Change

Standards of Safety & Health



SAFETY IS NUMBER ONE

Safety is #1 with protocols in place.

Working with hotels & venues on safety outlines, best health practices, a care-of-duty plan, & other guidelines will be the **standards of convention services** moving forward.

A hand is shown holding a white sign with black lettering. The sign is divided into three horizontal sections. The top section contains the word "NOT", the middle section contains "TODAY", and the bottom section contains "COVID 19". The sign is held against a solid orange background. The hand is visible on the right side of the sign.

NOT
TODAY
COVID 19

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The Recovery

Paving the Way on the Road Ahead

meetings marketing

To help bring live meetings back, DMOs can promote, utilize **meetings marketing**, launch virtual destination experiences (FAMs), & more.

Meet planners where they're comfortable while **providing help** with marketing support, virtual platforms & hybrid options.

Collaborate & communicate with convention centers & hotel partners about cancellation & attrition policies.



COLLABORATE & COMMUNICATE

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The Next Normal

The Day We Meet Again



With safety as a top priority for planning to meet, nearly 3 in 4 events will require & supply face masks.

(Northstar Meetings Group Pulse Survey: 7.15.20)

**nearly
3 in 4
events**



Measures in place for waivers/liability/registration.

Increased signage promoting hygiene & showcase new social distancing room configurations for planners.

